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Message Text

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ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-03 RSC-01 SIL-01 USIA-15 PRS-01 /059 R

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DRAFTED BY:COMMERCE:WAWARNES
9/12/73 EXT 2486
APPROVED BY:EB/OCA/REP:GPWILSON
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FM SECSTATE WASHDC
TO AMEMBASSY TEHRAN

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E.O. 11652: N/A
TAGS: SENV, BEXP
SUBJECT: SPOKANE EXPOSITION - EXPO '74

REF: STATE 141111 AND 143191, TEHRAN 5293, TELECON
REQUEST FROM LEHFELDT 9/10/73

THE INTERNATIONAL EXPOSITION ON THE ENVIRONMENT SCHEDULED
MAY 4 TO NOVEMBER 3, 1974, SPOKANE, WASHINGTON WAS REGISTERED
WITH THE BUREAU OF INTERNATIONAL EXPOSITIONS (BIE) AS A
SPECIAL CATEGORY EXPOSITION (EXPO '74) ON THE ENVIRONMENT.
FOLLOWING INFORMATION MIGHT BE USEFUL IN APPROACH TO GOI
OFFICIALS:
CENTRAL THEME "PROGRESS WITHOUT POLLUTION" ENABLES
PARTICIPANTS TO DISPLAY HOW MAN BEHAVES IN RELATION WITH
HIS ENVIRONMENT AND INCLUDES FOLLOWING SUB-THEMES:
PRESENTATION OF NATURAL ENVIRONMENT AND OF HISTORICAL SITES
SUCH AS ARCHAEOLOGICAL, HISTORICAL OR NATURAL SITES, COUNTRY,
FOREST, FRESH WATERS AND OCEANS. ALSO APPROPRIATE ARE
IMPROVEMENTS INCLUDING URBAN RENEWAL, HOUSING,
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TRANSPORTATION, TERRITORIAL DEVELOPMENTS, FIGHT

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AGAINST NUISANCES AND WASTES INCLUDING POLLUTION DUE TO INDUSTRY, POISONOUS PRODUCTS IN FARMING AND FOODSTUFF INDUSTRIES, CITY AND COMMUNITY EQUIPMENT, NOISE.

IRAN MAY WISH TO FEATURE ARCHAEOLOGICAL SITES, HISTORICAL LANDMARKS, VARIOUS NATURAL SITES WHICH LEND THEMSELVES TO ATTRACTING TOURISTS TO THEIR COUNTRY. POSSIBLY RECENT EXHIBITRY USED AT "PERSEPOLIS" CELEBRATION MIGHT BE APPLICABLE FOR GOI PARTICIPATION IN EXPO '74.

COMMITMENTS FOR FOREIGN NATIONAL EXHIBITS ALREADY RECEIVED BY EXPO '74 MANAGEMENT FROM U.S.S.R., JAPAN, S. KOREA, TAIWAN AND UNDERSTAND MEXICO JUST ANNOUNCED DECISION TO PARTICIPATE. BRITISH COLUMBIA (WESTERN CANADA) HAS ANNOUNCED PARTICIPATION.

COMMITMENTS FOR PARTICIPATION FROM INDUSTRY HAVE BEEN ANNOUNCED BY SEVERAL LARGE AMERICAN CORPORATIONS INCLUDING THE FORD MOTOR COMPANY, GENERAL MOTORS, THE BELL TELEPHONE SYSTEM, GENERAL ELECTRIC CORPORATION, UNITED AIRLINES, EASTMAN KODAK, AND HUGHES AIRWEST. THE MORMON CHURCH IS ALSO AN ANNOUNCED PARTICIPANT.

MANY OTHER PRIVATE PARTICIPATION AGREEMENTS ARE PENDING OR UNDER NEGOTIATION. ACCORDING TO EXPO '74 MANAGEMENT COSTS OF PARTICIPATION WILL BE EXTREMELY MODEST, WITH BASIC RENTAL ONLY $35,000 FOR 4,000 SQ. FT. EXHIBIT SPACE IN A BUILDING PRESENTLY UNDER CONSTRUCTION BY EXPO '74. UNDER BIE REGULATIONS, MINIMUM ALLOWABLE SPACE FOR FOREIGN NATIONAL PARTICIPANT IS 4,000 SQ. FT. PER COUNTRY AND EXPO '74 CONSTRUCTS ALL THE BUILDINGS.

FOLLOWING SITES PRESENTLY AVAILABLE:

A) BUILDING 8A - 4,250 SQ. FT.
B) BUILDING 34 - 7,500 SQ. FT.
C) BUILDING 20 - 19,500 SQ. FT.
D) BUILDING 20A - 5,500 SQ. FT.

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FOREIGN NATIONAL PARTICIPANTS MIGHT WISH TO OPERATE RESTAURANT AND/OR GIFT SHOP IN ADDITION TO EXHIBIT WHICH COULD REDUCE OVERALL COST OF PARTICIPATION.
RUSH

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NNN

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Disposition Approved on Date:
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